

First Edition

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ROD
Kenya

Resources Oriented Development Initiatives

News Letter



LOCAL RESOURCE MOBILIZATION

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The principle and power of positive thinking; identify and mobilise local resources

ROD Kenya

Resources Oriented Development Initiatives



KEY



RODI KENYA

Resources Oriented Development Initiatives

RODI KENYA COUNTIES PRESENCE IN:

- PRISONS
- SCHOOLS
- COMMUNITY WORK.

We also work with ex-prisoners and we cover all the 47 counties and beyond Kenya.

About RODI

Resources Oriented Development Initiatives (RODI) Kenya is a Development Organization committed to empowering communities through sustainable development Practices. In 1999, the Organization was registered with the Kenya NGO Co-ordination Board under section 10 of NonGovernmental Organization Co-ordination Act (218/051/97147/99) as a Non-Governmental Organization (NGO) by the name Resources Oriented Development Initiatives (RODI)

RODI Kenya has a mission of promoting human dignity among communities in Kenya and other East African countries, through a resource oriented development approach to enhance food security, access to justice, health and crime prevention.

RODI ensures that it responds to the needs and priorities of the community through engagement of target population through participatory approaches in resource mapping, needs identification, intervention planning, implementation and learning.

RODI's primary focus is in the following thematic areas: Social and restorative justice, crime prevention, food security and natural resource management, health and WASH.

RODI is currently serving communities in 15 counties in Kenya: Nairobi, Kiambu, Nyeri, Muranga, Turkana, Machakos, Nyandarua, Nakuru, Nandi, Uasin Gishu, Kisumu, Kakamega,

Laikipia, Siaya and Bungoma through implementation of various interventions related to human rights, access to justice and legal aid delivery, Local resource mobilization, health and sanitation, Restorative Prisoner rehabilitation and vocational training, ex-prisoner integration, community empowerment, Health and WASH, Agro-ecology, Crime prevention and school based life skills development

Over the last one year, RODI has been in the front-line in promoting growth of local philanthropy within the target beneficiaries by involving and empowering community members to identify the local resources they are endowed with, mobilize the local resources to address the various needs facing them as a strategy to promoting local philanthropy. We have initiated community resource mobilization on areas of water harvesting and storage, environmental justice and tree planting, climate change mitigation, ex-prisoner reintegration, legal aid delivery and community training, youth vocational training, support of needy students among other interventions.

RODI's resource mobilization initiatives are guided by a resource mobilization strategy in-line with the strategic plan.

RODI KENYA | THEORY OF CHANGE



The principle and power of positive thinking; identify and mobilize local resources

SUSTAINABILITY: A SHIFT TO LOCAL RESOURCE MOBILIZATION

The shift is driven by the recognition that there is great potential for development organizations to mobilize resources locally through various resource mobilization initiatives. In addition local communities possess innate strengths, resources, and capabilities that, when harnessed effectively, can significantly contribute to more resilient and self-sufficient communities.

The escalating and sustained demand in addressing food security, human rights, crime prevention and Health issues in Kenya has led to an increase in demand for resources to support various programs implemented by RODI. In this regard, RODI has been collaborating with Global Fund for Community Foundation (GFCF) in strengthening capacity for effective resource mobilization and community philanthropy.

The collaborative initiative has supported RODI to establish systems and structure to strengthen its capacity in local resources mobilization such as in implementation of a resource mobilization strategy and communication strategy. The initiative has supported communities in re-construction of community philanthropy, building trust, relationship and accountability in community giving. The collaboration has also helped in strengthening communities of practice in giving for change, understanding social and human rights issues and claiming their rights.

In addition, the collaborative initiative and support continues to provides a strategic catalyst that drives broader resource mobilization efforts, laying the foundation for capacity enhancement and sustainability.

The principle and power of positive thinking; identify and mobilise local resources



The principle and power of positive thinking; identify and mobilize local resources

DEMISTIFYING LOCAL RESOURCE MOBILISATION: A GUIDE



This comes with the realization that communities are endowed with myriad resources that goes untapped in form of in-kind contrition and community philanthropy such resources include human resources, indigenous knowledge, skills and expertise, material resources, among others

Local resource mobilization is an essential part of the shifting the power and localization movement that aims to empower local communities to appreciate their strengths in resource base as well as to participate, influence and take decisions on policies and development initiatives.

The term “local resource mobilization” is currently gaining popularity among development agencies locally and internationally, but what does it really mean, and how does it relate to an organization’s sustainability?

Local resource mobilization refers to all activities involved in securing new and additional resources for your organization locally. It also involves making better use of, and maximizing existing resources.

It is important to recognize, identify and mobilize local resources, which are often ignored in fundraising.

Organizations have an important role to play in ensuring communities have the skills, knowledge and commitment to engage in decision-making processes at the local level.

In addition, it is essential that organizations know how to effectively mobilize local resources that support their social objectives within their target communities.

Why Local resource mobilization?

1. Ensures the continuation of the organization’s service provision to the community
2. Supports organizational sustainability
3. Allows for improvement and scale-up of products and services the organization currently provides

The Truth:

KEY FACTORS TO SUCCESS

1. **Commitment:** Successful local resource mobilization efforts requires dedicated and committed team involving all members of an institution.
2. **Communication and Publicity:** the willingness and ability to communicate about the organization value proposition and results. The process should allow participatory approaches in resource mobilization and feedback;
3. **Ownership:** Local resource mobilization efforts should align with your organizational mission, objectives and strategic plan.
4. **Performance:** The organizational performance today impacts the ability to generate local resources tomorrow. Its worth providing evidence-based results.
5. **Credibility:** Establishing and maintaining organizational credibility and reputation.



“THE EXPRESSION OF GRATITUDE IS IMPORTANT IN SHOWING THE COMMUNITY A SENSE OF OWNERSHIP”

THE POWER OF EMPOWERED STAFF.

In overcoming some of the challenges faced in local resource mobilization, the staff learnt some of the community strategies they can use to mobilize resources during their project activities. These include:

- i. Pushing for paradigm shift within the community from respect to love
- ii. African led solutions to African problems
- iii. Problem ownership within members of the community
- iv. Reconstruction of partnerships and collaborations

Project officers need to express their gratitude towards potential donors and the community members who contribute towards activities that call for resource mobilization. The expression of gratitude is important in showing the community a sense of ownership and belonging in the entire project cycle. Remember, documentation is very key and it needs to be conducted with utmost care to avoid any forms of miscommunication and mistrust between the community members and the organization

Esther Bett

Executive Director RODI-Kenya

COMMUNICATION: A KEY SUCCESS FACTOR IN RESOURCE MOBILISATION

RODI Kenya recognizes the central role of communication in the realization of its vision, mission and stated objectives.

In respect to resource mobilization. RODI is committed in development of high-quality organizational communications materials and knowledge products and their dissemination, enhancing organization visibility, learning and active participation of stakeholders partners.

The institutional support in implementation of RODI communication strategy has been instrumental in growth and visibility with an improved image of the organization to the wider audience.

Some of the communication function quick wins include:

1. Recruitment of a communication officer to support the communication functions.
2. Development of IEC and publicity materials
3. Procurement of communications gadgets to improve the quality of communication products.
4. Enhanced media engagement including website and social media.
5. Review of RODI communication Strategy.

This products have helped in informing the stakeholders and public on RODI objectives and outcomes as well as engaging the public in real-time concerning ongoing initiatives and success.



COMMUNITY ACTION: SHIFTING THE POWER AND BUILDING RESILIENT COMMUNITY:

It is important to recognize, identify and mobilize local resources, which are often ignored in fundraising. This comes with the realization that communities are endowed with myriad resources that goes untapped in form of in-kind contribution and community philanthropy. Such resources include human resources, indigenous knowledge, skills and expertise, material resources, among others.

Local communities are often a wellspring of untapped potential in resource mobilization. For example, youth volunteers play a vital role in various aspects of community action, from raising funds and joint action.

The involvement of local resources, such as human capital, knowledge, and networks, is crucial in initiating and sustaining development efforts. "When local communities lead their developmental agendas, they generate solutions that are sustainable, leading to more resilient outcomes".

Actively engaging community members in understanding the significance and methodologies of resource mobilization fosters innovative and sustainable approaches. Tailored workshops, training sessions, joint initiatives, and awareness campaigns can enlighten and motivate community participation, leading to a deeper and more active involvement in these efforts. Resource mobilization strategies must be adaptable to the specific cultural, economic, and social contexts of each community.

This customization ensures that the efforts are relevant and effective in addressing the unique challenges and leveraging the specific strengths of each community.



A case study of Nzambani

Nzambani is located in Machakos County. The organization first interacted with the community through a tree growing project with the Kenya Wildlife Services (KWS- OI Donyo Sabuk national park).

The community members and KWS were engaged to participate in the tree growing exercise aimed at restoring the degraded national park.

The community members were also engaged in the care and maintenance of the trees to create more ownership of the project among themselves.

The project implementation was challenged by the inadequate supply of water in the community. The borehole drilled in the school had its water pump for a long period of time. The community members were tasked to either fetch water from distant outlets or buy water from water vendors at unfavorable costs.

The resource mobilization project officers were then invited to engage the community leaders and create awareness on local resource mobilization.

The project officers conducted a visit to the community in April, 2023. The initial meeting was graced by the Kenya Wildlife Services (KWS) - OI Donyo Sabuk National Park Warden.

After the introduction of the local resource mobilization concept to the community leaders, the project officers then organized for further follow up meetings with two groups;

- i) The youth
- ii) The elderly committee (registered CBO).

These meetings were essential for the community to map out all their needs and jointly agree to prioritize their key challenges which included: -

- i. Inadequate water supply,
- ii. Unemployment among the youth within the community;

RODI-Kenya facilitated a meeting between the community members, the County MCA (Government Official) and KWS Warden in order to brainstorm on ways of addressing the water issue.

The community members and RODI Kenya deliberated on mobilizing resources to repair the water pump. This was followed up with further meetings of relevant groups in order to implement agreed upon recommendations.

The County officials emphasized that water supply was the mandate of the County. However, as a result of this process, the community members became more aware of their power to advocate for their right to clean and accessible water. This is a matter for follow up with the community.



THE POWER OF COMMUNITY JOINT ACTION

A case for Solio Village 7 in community philanthropy and development - Laikipia County- Kenya

Solio village 7 is one of the settlement villages in Solio Ranch Settlement Scheme located in Laikipia East Sub County- Laikipia County. The settlement scheme came as a result of Kenya Government initiative in 2009 to settle residents displaced during the eviction from Mt Kenya and Aberdare forest in the bid to conserve the forested water towers. The settlement scheme also resettled other vulnerable and need persons from Nyeri County. Each household was allocated 0.5 acre for housing and another 4 acres for farming.

Due to rapid population growth and limited community coping strategies, the environment has continued to suffer. Indigenous trees have been cut down for charcoal and construction. As a result, the area is now prone to recurrent drought and community livelihood opportunities in farming being greatly threatened. There is no reliable source of water for domestic and farming purposes. Trees and crop growth is faced with a duo challenge of water shortage and destruction by frost. In addition, due to the open grazing fields, tree seedlings growing and survival is very minimal. As Climate change continues cause devastating effects to community livelihood, the current weather changes have adversely affected solio community, leading to food and income insecurity due to associated climate hazards and risks.

The National and County government continue to support the villages with various amenities such as Schools, Hospitals, Water supply system among others facilities. Despite various efforts from stakeholders and government agencies, the residents are faced with persistent hunger due to unreliable rainfall and challenging school environment as a result of limited access to water and food. There is always a high rate of school retention and attendance when the school feeding program is in place since children are assured of a meal in school, which is difficult to get at home

Resources Oriented Development Initiatives (RODI) started its work within solio village 7 through its collaboration with Baraka Solio Primary School in 2021. The main objective is to introduce vocational and life skills for the benefit of school pupils and the community. This initiative will contribute to strengthening the school to be a centre of learning in the community pertaining issues of life skills, vocational training, agro-ecology, environmental conservation. climate justice and resource mobilization.

Noting the challenging situation the school and the community are living in, RODI engaged the school community stakeholders in several sensitization forums on issues of climate change analysis, mitigation and adaptation strategies, resource identification and mobilization.

The first step to cope with the adverse effects of climatic change was to conduct a participatory analysis on effects of disaster and climate risks, while helping the community to understand the various resources they own and how each is affected by climate change while developing coping and mitigation strategies. The initial assignment was to sensitise the community to understand the various resources they have been endowed with through a resource mapping exercise. This exposed the community to appreciate the wealth of resources they have and the various opportunities that lie in those resources, Key being the human resource. This gave them hope for a better future if each resource was well mobilised and utilised.



In addressing the human resource, much had to be done to nurture a culture of positive attitude, trust and accountability in community joint action while addressing the community felt needs such as food insecurity, limited access to water among others. In addressing issues of food insecurity, In May 2022, RODI engaged the school community to initiate a school production garden applying agro-ecology practices. The food production unit is now serving the school population and the village residents.



In August 2023, a community led development committee was initiated with representatives from the administration, village elders, parents, teachers and community stakeholders, coming up with a joint action plan to ensure sustainable supply of water within the school and solio village 7 community. Key actions in the plan are:

- installing 2 large well secured water harvesting dams to harvest rain and run-off water from the school buildings
- Greening the school compound by planting grass and trees to reduce dust and create a conducive school environment for learning.
- Repair of the community water project reservoir to hold higher capacity of water tank for supply to the community residents.
- Construction of a large concrete reservoir tank to ensure adequate and reliable supply of water to each household
- Installation of a solar water supply pumping system to reduce the cost of electricity bill.
- A mass tree planting campaign within the community to restore the natural ecosystem and degraded land

In implementation of the participatory community action plan, a community sensitisation meeting was conducted in September 2023 involving village 7 residents to take central role in resource mobilisation and implementation. As a result, the school community has:

- Allocated school space for installation of the water dams.
- Jointly dug two large scale water dams in the school compound and mobilised two dam liners from a community stakeholder.
- Contributed posts for demarcation of path ways within the school compound and manure to be incorporated in the grass planted fields,
- Contributed Kshs 100 from each of the 300 households to support the community water supply reinforcement.

The participatory involvement of school community stakeholders has brought a sense of trust, accountability and ownership in addressing the community and school felt needs. This will ensure sustainability of initiated development actions. The main objective is to shift the power and make the community take lead in designing and implementation of their community actions, while appreciating the wealth of resources they are endowed with. The community is being driven by the key message: "Giving for Development, Get Started and Make a Difference"



#SHIFT THE POWER! ROAD TO BOGOTA



Networking and collaboration is key for exchange of knowledge, skills, resources, and best practices among organizations and communities - in the #shift the power movement.

Networking forums often break barriers like competition, lack of trust, or simply the absence of mechanisms to facilitate this sharing. Such forums provides organizations and communities with opportunities for learning from each other's experiences and leveraging each other's strengths, which is especially important in resource-scarce environments.

In recent years, there is increased focus on more people-led paradigm that shifts power closer to the people. #ShiftThePower is a mobilizing force that seeks to highlight, harness, resource, legitimize and join up these new ways of "deciding and doing" that are emerging around the world under the larger umbrella of movement generosity so that it can galvanize a vision of a good society and serve as a force for genuine and lasting change.

#ShiftThePower is a call for new behaviour, mindsets and systems. The fact is that very few interactions are ever "power neutral". We recognize that the communities we seek to "serve" or "help" have much more power- knowledge, skills and networks that they are given credit for Shifting the power to the community is not only the right thing to do but its also the most effective way to ensure sustainable results, promote problem ownership and co-creation of solutions by the communities.

In December 2023, RODI being part of the shift the power movement participated in the #shift the power Global summit held in Bogota , Colombia,

convened by Global Fund for Community Foundation (GFCF) joining more that 700 people from the globe. The team was part of the global conversation and movement that:

- Puts communities in charge of their own development and that produces flourishing lives for all
- Believes the current international funding system can and must be re-shaped to be more locally-owned and locally-led
- Is ready to be inspired by new ways of deciding and doing that are emerging around the world, that centre dignity, equity and trust.
- Recognize the resources and inherent power of communities



Some key dialogue session topics included:

1. Webinar series on "changing the narrative" convened by Jennifer Lentfer,
2. Can INGOs get better at shifting the power? convened by Deborah Doane, Rights CoLab
3. Learning and sharing; with examples to re-energize our movement collectively - By Yande Kalego, #ShiftThePower Fellow
4. Advocacy session for collective action coming out of the Summit - By Robyn, Engender Heath

The principle and power of positive thinking; identify and mobilise local resources

The planet is changing, so are we, especially at the community level.

**RODI
Kenya**
Resource for Development Initiatives

rodikenya.org

Some of the key highlights that continues to energize RODI for sustainable community development include:

- **Another way is possible**
- **Measuring what matters**
- **Overcoming dependency**
- **Who brings what to the table?**
- **Harnessing hidden resources and negotiating new forms of power**

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The fact that the organizers did not force down any solutions, speaks to the fact that the Summit was aiming to stimulate conversations; and through interaction we started to think of what could be possible, and it pushed us to think outside of our regular dependence and socialization as CSO Actors

Janet Ocholla RODI-Kenya Staff

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MOVING FORWARD, WE LOOK FORWARD TO

- Continued staff engagement and Capacity enhancement in resource mobilization and documentation.
- Community engagement and support in community led initiatives.
- Improved communication, publicity and visibility.
- Development of RODI strategic plan for 2025 to 2029.



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